

Expect 150,000 Response

ALPINE

MAILING OF REMAINING 150,000 DIRECT MAIL CARRIERS

TIMETABLE

— inserting/outserting
— BRC placing letters
— unstuck boxes
put clear dot on box
Fran II
get costs for
150,000 @
PRECON

ELEMENT	RESPONSIBLE	TIMING
<ul style="list-style-type: none"> • Provide PreCon's costs of inserting/outserting new letter, stuffing ERC, and insertion of carrier into cardboard mailers. <i>→ LBCO. on outside</i> 	L. Weisser <i>identifiers on the envelope #different color</i>	4/18
<ul style="list-style-type: none"> • Cost of keying ERC by Kankakee <i>there is</i> 	L. Weisser <i>381/1000</i>	4/18 <i>\$381/each</i>
<ul style="list-style-type: none"> • Provide LBCo. with P.O. Box and permit number <i>P.O. 1854</i> 	F. Ajamian	4/18
<ul style="list-style-type: none"> • Approval of ERC A&K <i>who has it</i> 	A. Goldfarb/L. Weisser/ K. Wiegold	4/18
<ul style="list-style-type: none"> • Final cost estimates of program 	K. Wiegold	2045977042
<ul style="list-style-type: none"> • Delivery of database tape of 150,000 names to Computer Strategies 	L. Guglielmona/ L. Weisser	<i>When does plant close? 23</i>
<ul style="list-style-type: none"> • De-duping of original 246,000 names and 150,000 database names by Computer Strategies 	Computer Strateg J. Clark	<i>Fully 4th WEEK - all factories</i>
<ul style="list-style-type: none"> • Proof of ERC 	L. Weisser/A. Goldfarb	4/28
<ul style="list-style-type: none"> • On-press with ERC and envelopes 	C. Hrycewicz	w/o 5/1
<ul style="list-style-type: none"> • Delivery of labels from Milton to PreCon 	Computer Strategies/ J. Clark	5/5
<ul style="list-style-type: none"> • Tax reports to Richmond 	Computer Strategies	TED
<ul style="list-style-type: none"> • Insert letters into envelopes 	C. Hrycewicz	w/o 5/8
<ul style="list-style-type: none"> • Delivery of ERCs/new letters to PreCon 	C. Hrycewicz	w/o 5/15
<ul style="list-style-type: none"> • Outsert/insert letters, stuff ERCs, insert carriers into cardboard mailers at PreCon 	PreCon/D. Dudley	Begin 5/15
<ul style="list-style-type: none"> • Mail carriers from PreCon 	PreCon/D. Dudley	TBD
<ul style="list-style-type: none"> • Keying instructions to Kankakee 	J. Restivo	5/10
<ul style="list-style-type: none"> • Key in ERC responses in Kankakee 	Promotional Services Kankakee	Begin 6/1

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